

AN ORDINANCE

100413

AUTHORIZING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH PUBLIC ENTERPRISE GROUP, INC., IN AN AMOUNT NOT TO EXCEED \$30,000.00, FOR THE DEVELOPMENT OF AN INVENTORY OF ASSETS, PROGRAM POLICIES AND A STRATEGIC MARKETING PLAN FOR A COMPREHENSIVE AND INTEGRATED MARKETING PARTNERSHIP PROGRAM; AUTHORIZING AN AMOUNT NOT TO EXCEED \$10,000.00 FOR RELATED REIMBURSABLE EXPENSES FOR A TOTAL AMOUNT OF \$40,000.00; AND PROVIDING FOR PAYMENT.

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WHEREAS, during the FY 04/05 budgeting process, the City of San Antonio began studying the possibility of leveraging its positive reputation, image and market presence in a way that reinforces the qualities the City currently enjoys in order to generate additional income for the City through the development of a Municipal Marketing Partnership Program ("Program"), which could include corporate sponsorships, naming rights, exclusivity rights, and branding; and

WHEREAS, partnership opportunities more specifically may include exclusive beverage and snack vending contracts, telecommunications contracts, advertising agreements for municipal furniture, bank and affinity cards, automotive sponsorships, website and internet services and aggregating these categories into a comprehensive multi-dimensional Program allows municipalities to seek out the most financially beneficial partnerships; and

WHEREAS, the City released a Request for Proposals ("RFP") on October 18, 2004 in order to identify and hire a firm that specializes in the development and implementation of such Programs and responses were received from Front Row Marketing Services, LP, The Pathfinder Group, Public Enterprise Group, Inc. and Sports Facility Marketing Group; and

WHEREAS, the City established an evaluation team consisting of representatives from the Airport, Asset Management, Convention Facilities, Convention & Visitor Bureau, the Information Technology Services Department, the Parks and Recreation Department and Purchasing and on January 7, 2005, each firm provided a presentation to the evaluation team and answered questions from team members and the proposals were scored based upon the criteria established in the RFP; and

WHEREAS, the evaluation team determined that Public Enterprise Group, Inc. ("PEG") should be recommended to the City Council for consideration based on PEG's strengths, which include: 1) a clear understanding of project scope, 2) strong internal resources to complete necessary data gathering, 3) ability to complete a Strategic Marketing Plan within 90 days of award, 4) experience both individually and as a team specifically in the development and implementation of Municipal Marketing Partnership Programs, 5) number of municipal clients served in addition to hospitals and school districts, and 6) the ability to provide a range of services from inventory of assets and plan development, to sponsor solicitation and engagement, to relationship management and revenue additions; and

WHEREAS, the Program consists of the Development Phase and the Implementation Phase, with the Development Phase beginning upon award and concluding upon the finalization of a comprehensive inventory of assets, development of Program policies and upon acceptance of the Strategic Marketing Plan by the City; and

WHEREAS, the City shall have the option to proceed with the Implementation Phase, and if so chooses, the Professional Services Agreement shall remain effective for a period of three (3) years from the Commencement Date of the Agreement and City shall have the sole option to renew the Agreement for two (2) additional one (1) -year period, subject to City Council approval; and

WHEREAS, the cost of PEG's services for the Development Phase is \$30,000.00 and if the City chooses to utilize PEG's services for the Implementation Phase the full \$30,000.00 will be reimbursed to City from PEG's commissions earned during the Implementation Phase; and

WHEREAS, it is anticipated that this Program will begin generating revenue for the City in Fiscal Year 2006/2007 and that any expenses incurred for this Program will be fully recovered during the Implementation Phase; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The terms and conditions of a Professional Services Agreement with Public Enterprise Group, Inc., in an amount not to exceed \$30,000.00, with an additional amount not to exceed \$10,000.00 for related reimbursable expenses, for the development of an inventory of assets, Program policies and a Strategic Marketing Plan for a comprehensive and integrated Marketing Partnership Program are hereby authorized and approved. Compensation for services which may be rendered under the Implementation Phase shall be paid either from commissions or a combination of commissions and a retainer fee. The fee structure for the Implementation Phase, if any, shall be considered by City Council at a later date.

SECTION 2. The Interim City Manager, or his designee, is authorized for a sixty (60)-day period following the effective date of this Ordinance to execute said Professional Services Agreement with PEG. A copy of said Agreement, previously executed by PEG, is attached hereto and incorporated herein as Attachment I.

SECTION 3. Funds were appropriated in the Fiscal Year 2005 budget process, and funds in the amount of \$30,000.00 will be encumbered in the Cost Center 2401010001, General Ledger 5201040 entitled "Fees to Professional Contractors", in Fund 11001000 entitled "General Fund." Payment is authorized to Public Enterprise Group, Inc in the amount of \$30,000.00.

SECTION 4. Funds were appropriated in the Fiscal Year 2005 budget process, and funds in an amount not to exceed \$10,000.00 will be encumbered in the Cost Center 2401010001, General Ledger 5201040 entitled "Fees to Professional Contractors", in Fund 11001000 entitled "General Fund." Payment is authorized to Public Enterprise Group, Inc.

SECTION 5. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

SECTION 6. This ordinance shall be effective immediately following the receipt of eight (8) affirmative votes or if the eight (8) affirmative votes are not received, on the tenth day after passage hereof.

PASSED AND APPROVED this 10th day of February, 2005.

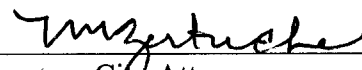


M A Y O R
EDWARD D. GARZA

ATTEST:


City Clerk

APPROVED AS TO FORM:


for City Attorney

Agenda Voting Results

Name: 18.

Date: 02/10/05

Time: 03:04:53 PM

Vote Type: Multiple selection

Description: An Ordinance authorizing the execution of a professional services agreement with Public Enterprise Group, Inc. in an amount not to exceed \$30,000.00 for the development of an inventory of assets, program policies and a strategic marketing plan for a comprehensive and integrated Municipal Marketing Partnership Program; authorizing an amount not to exceed \$10,000.00 for related reimbursable expenses, for a total amount of \$40,000.00; and providing for payment. [Presented by Rebecca Waldman, Director, Asset Management; Erik J. Walsh, Assistant City Manager]

| Voter | Group | Status | Yes | No | Abstain |
|--------------------|-------------|-------------|-----|----|---------|
| ROGER O. FLORES | DISTRICT 1 | Not present | | | |
| JOEL WILLIAMS | DISTRICT 2 | | x | | |
| RON H. SEGOVIA | DISTRICT 3 | | x | | |
| RICHARD PEREZ | DISTRICT 4 | | x | | |
| PATTI RADLE | DISTRICT 5 | | x | | |
| ENRIQUE M. BARRERA | DISTRICT 6 | | x | | |
| JULIAN CASTRO | DISTRICT 7 | | x | | |
| ART A. HALL | DISTRICT 8 | | x | | |
| CARROLL SCHUBERT | DISTRICT 9 | Not present | | | |
| CHIP HAASS | DISTRICT_10 | | x | | |
| MAYOR ED GARZA | MAYOR | | x | | |